

Positive Alternatives 2014 - 15 Quarterly Update

Grantee: Birthright of Alexandria

Goal: Provide education and furniture to women in need so their children can experience a safe sleep environment; Provide safety information and car seats to women in need; increase community awareness; provide a comprehensive education program to pregnant and parenting women; provide necessary services to women in need

For the period: October 1-December 31, 2015

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Executive Director: oversees implementation of and provides guidance to grant staff, orients volunteers to programs, distributes crib and car seat program protocols & updates to agencies		Ran several meetings in preparation for the new RFP; some involved evaluation and some future planning.	
Administrative Activities	Program coordinator: assesses needs, assures proper certifications are in place, establishes written protocols, liaisons with stores and community contacts, maintains educational materials and files		Car seat technicians work well together to ensure strong communication with each other, clients, other CSTs, and merchants. Certifications are still in place. CSTs updated protocols.	
Outreach	Community Outreach Coordinator: Promote program awareness and positive pregnancy alternatives in community; recruit and train volunteers		Busy during the holiday season with presentations and tours.	
Outreach	Public Relations Coordinator: advertise locally		Bus and bench advertisements in place. Outreach goals in place.	

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Outreach	Regional Resource/Educational Coordinator: program evaluation; goal development; plan implementation; liaison with community resources; maintains resources in files; makes purchases; train mentoring volunteers		<ul style="list-style-type: none"> • Met with representative from other agencies to evaluate EWYL program • On-going revision of education program materials • CPR classes well received due to greater community awareness—this continues • Participates in Building Bridges Activities 	
Car Seat Program	Assess client need; provide instruction by a Certified Car Seat Instruction; offer voucher for car seat	15	Program running smoothly. Unfortunately, one CST broke her leg and is out of commission for approximately three months!	25
Crib Distribution/Sleep Safety Education	Assess client need; refer to Public Health for education; provide voucher for safe sleep furniture to those who complete education	36	Crib program is running smoothly and numbers are strong. Public Health staff communicate well with us. Upsurge continues in the Hispanic population numbers, which reflects greater participation from Todd county. Seeing more need for interpreter services	38
Life-Skills Education Program	Assess client need; provide life-skills education or make referral; offer incentives	3	9 CPR and our first life coaching client	10
Material Support	Provide public health nurses and ob staff with layettes to pass on to new moms	24	Program continues to be well-received by hospital, and public health staff have come to get some as well.	25
Nutrition	Assess client need; provide nutrition education or referral; offer incentives	2	Breastfeeding. One of the clients was hesitant at first but after going through the sessions said she felt she would like to give breast feeding a try	4

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Parenting Education	Assess client needs; provide parenting education; offer incentives	3	Baby sign language, discipline techniques, and first year developmental milestones. All but one of the women brought the fathers with them, which was really great	4
Pregnancy Education	Assess client needs; provide pregnancy education; offer incentives	2	Childbirth education. One young mom was so scared. She had gone into early labor but was sent home from the hospital. She came to us because she heard we could help. She knew nothing about labor at all.	8
Provide Necessary Services Assessments Only	Staff provides clients only intake assessments, information on, referral to and assistance with securing necessary services	45	Staff continues to provide clients with information and referrals.	51
Transportation	Provide gas cards to enable participation in programs	10	<i>See challenges #1</i>	4

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	25
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	4
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	1
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	1
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	38

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	0

Challenges #1: Most women were local and did not qualify for a gas card